



Regional Clusters of Opportunity

Northern Rural Training & Employment Consortium (NoRTEC)



BACKGROUND & INTRODUCTION

NoRTEC Region

The NoRTEC region is larger than 6 states combined.

Includes eleven counties stretching from Pacific Ocean/Oregon border east to the Oregon/Nevada border.

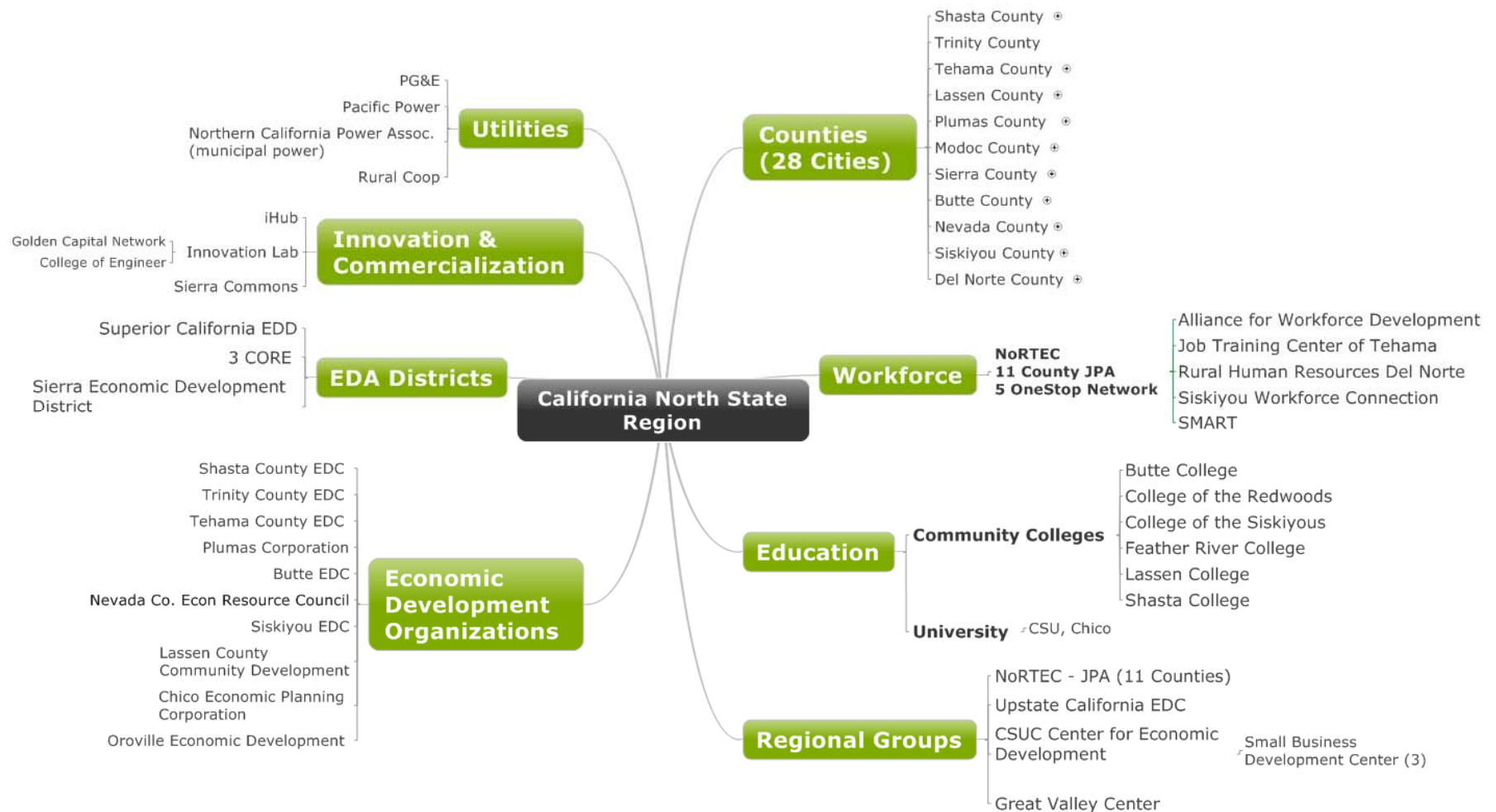


NoRTEC Guiding Principles

NoRTEC uses **six guiding principles** to determine involvement in new initiatives:

1. Will the initiative create new jobs?
2. Will the initiative serve dislocated workers?
3. Will the initiative provide Career Pathway Training?
4. Will the initiative assist business growth in key industry sectors?
5. Will the initiative stimulate economic recovery and growth?
6. Will the initiative create collaboration and leverage resources?

Network of Education, Workforce & Economic Development



Regional Clusters of Opportunity Initiative

The Network focused on potential economic opportunity and business needs which would:

1. Create career pathways in three key clusters,
2. Stimulate clean-energy and green product/practice deployment,
3. Provide business access to capital and resources,
4. Accelerate technology transfer and commercialization.

Project Outcomes

The Cluster of Opportunity project became an action-oriented process.



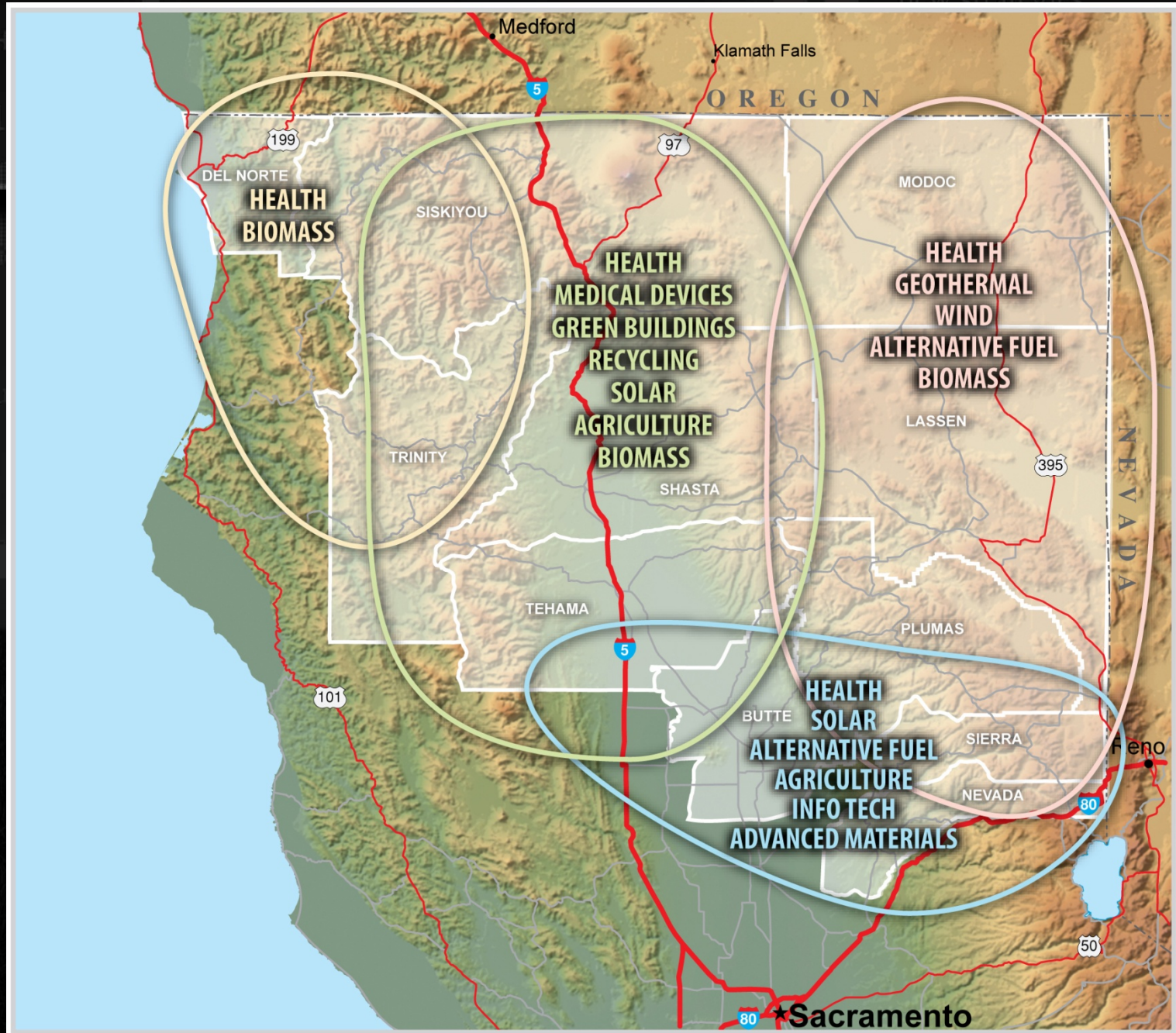
RICO PROJECT



Three Economic Clusters

1. **Green Sector** – 10-yr potential growth 4,000 jobs
2. **Alternative Fuels & Vehicles** – an emerging industry of the Green Sector
3. **Allied Health Sector** - an existing and mature cluster

Data



Green Sector

THE GREEN ECONOMY AND ITS MULTIPLE FACETS

THE ADAPTIVE GREEN ECONOMY

Businesses:

- Founded on principles of sustainability
- Transforming processes and products to improve resource efficiency and reduce negative environmental impacts
- Supporting transformation across the supply chain

Households, Nonprofits and Public Entities:

- Changing consumption habits
- Improving resource efficiency

THE REST OF THE ECONOMY

Businesses, Households, Nonprofits and Public Entities operating business-as-usual

THE CORE GREEN ECONOMY

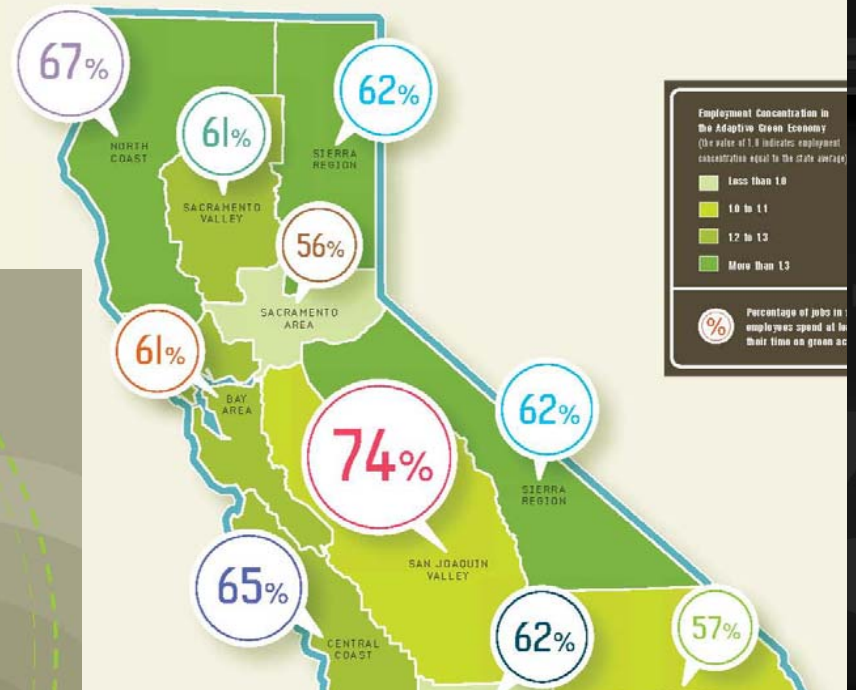
Businesses that provide the products and services that:

- Provide alternatives to carbon-based energy
- Conserve energy and all natural resources
- Reduce pollution and repurpose waste

WHAT IS PRODUCED AND PROVIDED

HOW THINGS ARE PRODUCED AND OPERATED

ADAPTIVE GREEN ECONOMY EDD SURVEY OF EMPLOYERS ON GREEN OCCUPATIONS MAY 2009 — JANUARY 2010



Action Plan - Framework

Progress-at-a-Glance

Sector:	
Data-Driven Decision Making	Make effective use of labor market, industry and occupational trends, assessment data and other information critical to guiding investment.
Employer Engagement	Engage employers in providing insights into industry and workforce needs, becoming partners in design, implementation and investment of resources.
Partnership Building	Identify and secure a broad range of partners needed to implement.
Leveraging Resources	Leverage local, state, federal and private sector resources to increase the impacts.
Policy Alignment	Align and connect education, workforce and economic development, government and other policies to improve outcomes.
Continuum of Participant Support	An interconnected continuum of processes and services that enable effective workforce delivery.
Sustainable Systems Change	Integrate implementation of all six factors for long-term and on-going systems change for public and private partners.
Performance Measures	
Outcomes	

The background of the slide features a dark, low-key photograph of a person standing with their back to the camera, looking out over a field. Overlaid on this image are several semi-transparent icons and text elements: a world map, a bar chart, a lightbulb, a plus sign, a minus sign, a document with a checkmark, a calendar, a pie chart, and the words 'global solutions', 'note to self', 'new strategies', 'tax', '04 05 06 07', 'finance', and 'sin'.

Goal: Create economic growth and systematic change by accelerating green practices, innovation, technology transfer and commercialization.

**KEY CLUSTER: GREEN
SECTOR**

Strategic Implementation Action Steps

- Strategy 1:** Continue to build the synergy generated with the Innovation Lab to scale business growth through access to capital, specialized expertise and accelerate technology transfer and commercialization.
- Strategy 2:** Collaborate with cities and counties to implement local “green” strategies and programs, energy deployment plans, workforce training, and develop career pathways.
- Strategy 3:** Assist businesses with technology development and commercialization.

Cluster Highlight

June 2010
Governor's
Innovation
Challenge Grant

October 2010
California iHub
Designation

December 2010
Launch
Innovation Lab

**Early results
since July 2010
include:**

5 companies,
proof of concept
stage

27 companies,
Business Portfolio
all at different
stages of growth

Goal: Promote the development and deployment of alternative fuels and vehicles and other products that directly reduce greenhouse gas emissions creating jobs and economic wealth.

KEY CLUSTER: ALTERNATIVE FUEL AND VEHICLES

Strategic Implementation Action Steps

- Strategy 1:** Become the West Coast National Alternative Fuels Training Center for Propane and Propane Hybrid, certified by NAFTC.
- Strategy 2:** Initiate a pilot Clean Cities Coalition, which could be expanded to the region, to deploy new alternative transportation fuels.
- Strategy 3:** Continue to work with federal, state and local partners on infrastructure, financing, policies and incentives to accelerate deployment of technologies.
- Strategy 4:** Connect businesses with resources to accelerate new product development and deployment.

Cluster Highlights

Niche Opportunity
“propane as an autogas”

CARB approved
ROUSH Cleantech’s
technology light &
medium duty vehicle
conversions

Transfer Flow Inc
identified market
opportunity – requires
a highly skilled and
qualified workforce.

AB 118 Workforce
Development Grant to
implement an
Alternative Fuel –
Propane Conversion
Training program.

**Formal
Announcement:**
May 26, 2011

**Training
Launch:**
Certified Training
Classes June

Transfer Flow, Inc



What if we could “convert” “gasoline” technologies to other alternative fuels for fleets and light/medium duty trucks?

Propane: 40-50% less than gas
97% domestically produced
24% reduction in GHG
Infrastructure investment, ¼ cost

Training: Certified by National Alternative Fuel Training Consortium, funded by AB 118 CEC

Goal: Assist the North State Health Industry stabilize and navigate through transformational changes due to health care reform.

KEY CLUSTER: ALLIED HEALTH

Strategic Implementation Action Steps

Strategy 1: Help further the rural hospitals and clinics' policy agenda.

Strategy 2: Provide training and career pathways that address rural health industry's workforce needs.

Cluster Highlight

Del Norte a
“frontier” region

Invest in
comprehensive
prevention-
oriented
partnerships

All children have
health coverage

Health and family-
focused human
services shift
resources toward
prevention

California
Endowment
“Building Healthy
Communities”
Program

Vision

North State

California's Emerging Innovation Hub

Create a regional and global business climate
by fostering a culture of entrepreneurship,
innovation and collaboration.